



BSI Chief Strategy Officer to Present on How to Measure the Effects of Change and Transformation

Gail Stout Perry, Chief Strategy Officer at the Balanced Scorecard Institute (BSI), will deliver a presentation on how to measure the long-term effects of change and transformation at the Southwest Chapter of the Association of Internal Management Consultants (AIMC).

Gail Stout Perry, Chief Strategy Officer at the [Balanced Scorecard Institute \(BSI\)](#), will present some new and innovative ways on how to measure the long-term effects of change and transformation at the Southwest Chapter of the Association of Internal Management Consultants (AIMC). She will also moderate a panel discussion with other featured speakers at the event which will be held on October 3, 2014 in Dallas, Texas.

Gail has over 25 years of strategic planning and performance management experience and is passionate about helping organizations improve their performance. Her clients range from Fluor Corporation, ADP, and Mary Kay Inc. to the U.S. Navy, U.S. Air Force, Secretary of Defense, Federal Government of Botswana, Town of Westlake, and City of Edmonton. She is also the co-author of [The Institute Way: Simplify Strategic Planning & Management with the Balanced Scorecard](#). Gail was recently interviewed in a segment that aired on Bloomberg TV and is a popular blogger and speaker.

Representatives from Southwest Airlines, Accenture, and Hunt Power, LP will also speak at the conference and will discuss topics such as: change management principles, which include launching change management as a function, measuring the impacts of change management and leveraging leadership and stakeholder alignment for successful change.

About the Balanced Scorecard Institute:

The Balanced Scorecard Institute, a Strategy Management Group Company, provides strategic planning, balanced scorecard and performance measurement and management training, certification, and consulting services to government, nonprofit, and commercial organizations. Services include public and on-site courses, facilitation and consulting services, and information and tools used by executives, managers and analysts to transform their organizations into “performance excellence” organizations.

The Institute’s website-- www.balancedscorecard.org --is a leading resource for information, ideas and best practices on strategic planning and management, performance measurement, and balanced scorecard systems. The Institute’s Nine Steps to Success™ balanced scorecard framework integrates strategic planning, budgeting, operational planning, performance measurement and strategy execution into a disciplined framework for helping organizations achieve higher levels of performance.



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